

Message Text

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44

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
----- 110951

P R 181435Z OCT 76
FM AMEMBASSY STOCKHOLM
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 8963
AMEMBASSY HELSINKI

UNCLAS STOCKHOLM 5780

FOR: BIC/OIM:TRAFTON

E.O. 11652: N/A
TAGS: BEXP, SW
SUBJECT: OIM MARKET RESEARCH: MARINE ELECTRONICS AND NAVIGATIONAL
AIDS - SWEDEN

REF: STATE A-4762

1. THREE BIDS RECEIVED FOR SUBJECT MARKET RESEARCH:
AB KONSULTERNA DUE PRESENT COMMITMENTS WOULD HAVE
TO BRING IN PERSONNEL FROM ASSOCIATED COMPANY THUS PRICE
WOULD BE SWKR 19,000 (APPROX \$4400 AT 4.3 EQUALS \$1);
GIDLOF & WISTROM BID \$4200, 25 INTERVIEWS PROPOSED,
TEN YEARS MARKET RESEARCH EXPERIENCE INCLUDES ONE STUDY
FOR OIM; MARKNADS SYSTEM AB (CLAES REHNVALL) BID \$4130,
25 INTERVIEWS PROPOSED, EXPERIENCE INCLUDES MARKET RESEARCH
AND CONSULTING FOR A CLIENT DEALING IN MARINE EQUIPMENT
AND A MAJOR SWEDISH SHIPBUILDER - US COMPANY CLIENTS
INCLUDE AVIS, BELL & HOWELL, DOW CHEMICAL, HONEYWELL
BULL, PITNEY-BOWES.

2. STC RECOMMENDS CONTRACT BE PLACED WITH MARKNADS
SYSTEM FOR \$4130. THIS FIRM BELONGS TO TRANTOR GROUP;
MS AND SISTER COMPANIES ANDERSON & LEMBKE, MICRO MEDIA,
PR FUNCTION ARE WELL-KNOWN AND RESPECTED IN RESEARCH,
ADVERTISING AND MANGAGEMENT SERVICES IN SWEDEN AND
FINLAND. STC HAS INTERVIEWED THREE COMPANY REPS -
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GEORG SJOBERG, CLAES RHNVAL AND LENA WALLIN - AND

FINDS THEM HIGHLY QUALIFIED FOR MARKET RESEARCH
SERVICES. COMPANY PROSPECTUS AND ONE SAMPLE OF STUDY
IN ENGLISH FOR INDUSTRY CLIENT BEING POUCHED OCT 19
TOGETHER WITH BIDS TO MRD

3. IN VIEW VERY SHORT TIME FRAME THIS STUDY
MARKNADS SYSTEM BELIEVES MOST WORKABLE SCHEDULE
WOULD BE DRAFT FINAL REPORT DEC 8 AND FINAL
REPORT WITH MULTIPLE COPIES DEC 22. STC RECOMMENDS
ACCEPTANCE THIS SCHEDULE.

4. MARKNADS SYSTEM CAN BEGIN WORK IMMEDIATELY.
PLEASE PROVIDE FISCAL DATA.
SMITH

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NNN

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